

**PERCEPTIONS AMONG PADDY FARMERS TOWARDS USAGE
OF MR220CL AT PARIT 4, SUNGAI BURONG, TANJUNG
KARANG, SELANGOR**

ZUAZLINA BINTI ZULKEFLY

**Final Year Project Report Submitted in
Partial Fulfilment of the Requirements for the
Degree of Bachelor of Science (Hons.) Plantation Technology and Management
In the Faculty of Plantation and Agrotechnology
Universiti Teknologi MARA**

JULY 2016

DECLARATION

This Final Year Project is a partial fulfilment of the requirement for a degree of Bachelor of Science (Hons.) Technology and Plantation Management, Faculty of Plantation and Agrotechnology, University Teknologi MARA

It is entirely my own work and has not been submitted to any other University or higher education institution, or for any other academic award in this University. Where use has been made of the work of other people it has been fully acknowledged and fully referenced.

I hereby assign all and every rights in the copyright to this Work to the Universiti Teknologi MARA ("UiTM"), which henceforth shall be the owner of copyright in this Work and that, any reproduction or use in any form or by any means whatsoever is prohibited without a written consent of UiTM.

Candidate's signature :
Name:
.....
.....

Date:
.....

I hereby declare that I have checked this project and in my opinion, this project is adequate in terms of scope and quality for the award of the degree of Bachelor of Science (Hons.) Technology and Plantation Management, Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA.

Signature:
Name of Supervisor:
Position:
Date:

ACKNOWLEDGEMENT

First and foremost, all praises be to Allah the Almighty and the most Merciful. I really thanked for HIS blessings and strength given to me to go through all the obstacles in the whole processes to successfully finish this project.

I would also like to extend my appreciation to my beloved family for their faith and full support in giving me motivation during my study. My appreciation also goes to all my friends that helped and keep supporting me during my research study.

I sincerely thank my supervisor Mr. MuhamadZahid Mohamad for his continuous guidance and encouragement until the end of this project. I also wish to express my gratitude to some of the lecturers that also have given me guidance and helped me during my research project.

Last but not least, thanks to all the paddy farmers in Parit 4, Sungai Burong that willing to spend their time to participate in answering my questionnaire and being interviewed. Big gratitude also to Agriculture Department Officer, MsFadzilah and Mr. Faizal for their cooperation and information shared.

ZUAZLINA BINTI ZULKEFLY

TABLE OF CONTENTS

| | Page |
|---|------|
| DECLARATION | i |
| ACKNOWLEDGEMENTS | ii |
| TABLE OF CONTENT | iii |
| LIST OF TABLE | v |
| LIST OF FIGURES | vi |
| ABSTRACT | vii |
| ABSTRAK | viii |
| CHAPTER 1 INTRODUCTION | |
| 1.1 Introduction | 1 |
| 1.2 Research background | 2 |
| 1.3 Problem statement | 5 |
| 1.4 Research aim | 6 |
| 1.5 Research objectives | 6 |
| 1.6 Research questions | 6 |
| 1.7 Significance of the study | 7 |
| CHAPTER 2 LITERATURE REVIEW | |
| 2.1 Introduction | 8 |
| 2.2 Knowledge | 9 |
| 2.3 Behavioural attitude | 10 |
| 2.4 Factors affecting on usage of paddy variety (MR220CL) | 10 |
| 2.5 Trend model on paddy variety preference | 11 |
| CHAPTER 3 METHODOLOGY & MATERIAL | |
| 3.1 Introduction | 12 |
| 3.2 Study area | 12 |
| 3.2.1 Location of study | 13 |
| 3.2.2 Data Collection | 14 |
| 3.2.3 Sampling technique | 14 |
| 3.2.4 Population | 14 |

ABSTRACT

PERCEPTIONS AMONG PADDY FARMERS TOWARDS USAGE OF MR220CL AT PARIT 4, SUNGAI BURONG, TANJUNG KARANG, SELANGOR

Rice is one of the real sustenance hotspot for more than half of the populace on the planet (Gealy et al., 2003) and it is the third most critical product in Malaysia (Karim et al., 2004). Nowadays, the current issue in rice production is to ensure the sustainable production of rice. The study aim is to investigate the perception among paddy farmers on the usage of MR220CL at Parit 4, Sungai Burong, TanjungKarang, Selangor. Research method by questionnaires and interview were involving 217 respondents. The results represented by using factor analysis. The result revealed that the three factors which are prior knowledge, behavioral attitude and factors affecting the usage of MR220CL contributed to the perception of farmers. Based on the result obtained farmers seemed to have knowledge and experiences regarding planting management also in paddy variety. However, they somehow did not follow some of the recommendation by the extension agents as they only focused in obtaining high yield with no concern on the consequences they might be facing in future. Thus, the farmers should attend more courses and seminars held by the agriculture department or any extension agents in order to gain more knowledge and get better view in future on the drawbacks of bad practices management.